

**2nd  
Annual**  
*Peace*  
**NOW!**



Advertising & Sponsorship Packet

Peace, Love and Freedom are of the most sublime Divine qualities. Throughout the ages music has been one of Spirit's most vibrant ways of expressing them.

With this in mind, on September 17, 2011, the 2<sup>nd</sup> Annual **PEACE NOW! Spirit Music Festival** will bring together twelve of today's finest Inspirational Artists to celebrate Spirit as only they can.

This year's format ensures you experience the entire Festival and not miss a thing!

The indoor and outdoor stages will keep the beat by rotating shows and never overlapping. You'll have plenty of time to see every act and still wander the Vendor Village and satisfy your palate at our fabulous Food Court.

But the 2011 Peace NOW! Spirit Music Festival is about much more than music.

This year, the Peace NOW! Spirit Music Festival is proud to partner with **CAST** (*Coalition to Abolish Slavery and Trafficking*), a Los Angeles based outreach organization that provides shelter, legal advocacy and social services to the victims of **MODERN-DAY SLAVERY**.

We are committed to making a real difference in the lives of people who struggle for the barest of human dignity.

As a generous Advertiser or Sponsor of the **Peace NOW! Spirit Music Festival**, you can help us be the change as we create a New Generation of Spiritual transformation.

Join us as we Celebrate Peace, Love and Freedom, *ONE SONG AT A TIME!!*

*"Our vision is to bring together the finest Inspirational singers and musicians in the world for a day of celebration, Peace, Love, Freedom and 'Open at the Top' Spiritual energy."*

## **Sponsorship Opportunities Include:**

- Presenting Sponsor (limit 1): \$5,000
- Official Sponsors: \$2,500
- Visionary Sponsor: \$1,000

## **Advertising Opportunities Include:**

- On-Site Advertising: \$500
- Website Advertising: \$50
- Program Advertising: \$25-\$250

## **Sponsorship Opportunities**

### **Presenting Sponsor** (limit 1): \$5,000 Investment

Sponsorship Benefits Include:

- Designation as presenting sponsor on all Festival materials.  
(ie: The 2011 Peace NOW! Spirit Music Festival presented by....)
- Recognition as presenting sponsor prior to each show throughout the Festival.
- Prominent exposure during on-site ticket sales and on-line ticket sale webpage.
- Four (4) full access passes (including backstage).
- Meet and greet with the artists.
- Priority front table seating for all shows.
- Vendor booth space.  
Sponsor may choose to promote or sell products or services from a complimentary booth in the Vendor's Village.
- Brand/logo prominently displayed on all Festival banners and signage.
- Logo/message on Festival T-Shirt
- Name recognition in all Festival advertising: including websites, electronic marketing materials, and printed materials (as deadlines allow).
- Name recognition in all press releases and mailings affiliated with the Festival.
- Prominent mentions in Festival brochures, newsletters, flyers and mailings.
- Full-page advertisement in Festival Program.
- Brand/logo prominently displayed on-stage during all shows.
- Brand/logo display and link to sponsor's website on Festival website.

### **Official Sponsor: \$2,500 Investment**

#### Sponsorship Benefits Include:

- Designation as official sponsor at every show throughout the Festival.
- Sponsorship exposure during online and on-site ticket sales.
- Four (4) all access passes to the Festival (including backstage).
- Reserved priority seating at all shows.
- Brand/logo displayed on all banners and signage provided throughout the Festival.
- Brand/logo/message on Festival T-Shirt
- Name recognition in all Festival advertising: including websites, electronic marketing materials, and printed materials (as deadlines allow).
- Name recognition in all press releases.
- Half-page (1/2) page advertisement in the Festival Program.
- Brand/logo display on both stages.
- Brand/logo display and link to sponsor's website on Festival website.
- Designation as Official Sponsor in Festival Program

### **Visionary Sponsor: \$1,000 Investment**

#### Sponsorship Benefits Include:

- Brand/logo/message on Festival T-Shirt.
- Quarter (1/4) page advertisement in Festival Program
- Brand/logo display and link to sponsor's website on Festival website.
- Brand/logo display on all promotional mailings and flyers.
- Four (4) Festival admissions.
- Designation as T-Shirt Sponsor in Festival Program

## **Advertising Opportunities**

### **On-Site Advertising:** \$500 Investment

Advertising Benefits Include:

- Brand/logo on Festival T-Shirt
- Brand/logo display on stage at each show.
- Two (2) Festival admissions.
- Brand/logo display and link to sponsor's website on Festival website.
- Brand/name recognition on promotional mailings and flyers.
- Designation as Onsite Sponsor in Festival Program

### **Website Advertising:** \$50 Investment

Advertising Benefits Include:

- Brand/logo display and link to sponsor's website on Festival website.
- Eighth (1/8) page advertisement in Festival program.
- Designation as Web Sponsor in Festival Program.

### **Program Advertising:** \$25-\$250 Investment

Advertising Benefits Include:

- Back Cover \$250
- Back Inside Cover \$200
- Front Inside Cover \$175
- Full Page \$150
- Half (1/2) Page \$75
- Quarter (1/4) Page \$50
- Eight (1/8) Page \$25

*Please continue to the next page for application*



**ADVERTISING / SPONSORSHIP APPLICATION**

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Phone 1: \_\_\_\_\_ Phone 2: \_\_\_\_\_ Fax: \_\_\_\_\_  
 e-mail: \_\_\_\_\_

**Sponsorship Opportunities:**

Presenting Sponsor \$5,000     Official Sponsor \$2,500     Visionary Sponsor \$1,000

**Advertising Opportunities:**

On-Site Advertising \$500     Website Advertising \$50

**Program Advertising Opportunities:**

Back Cover \$250                       Back Inside Cover \$200                       Front Inside Cover \$175  
 Full Page \$150                       Half Page \$75                       Quarter Page \$50  
 Eighth Page \$25 (*please submit your Business card with this application*)

Total amount \$ \_\_\_\_\_

Paid via:  Check # \_\_\_\_\_ checks payable to: **Redondo Beach Center for Spiritual Living**  
 Credit Card # \_\_\_\_\_ exp. \_\_\_\_\_  
 Cash

Logo/branding image submitted via:     disk / flash drive     email     hard copy  
 Electronically submitted logo/branding images should be sent in high resolution standard graphic format (ie:jpg, .bmp, .gif, .tif, etc.) to: [info@peacenowspiritmusicfestival.com](mailto:info@peacenowspiritmusicfestival.com) or visit our Sponsorship webpage to upload your image [http://peacenowspiritmusicfestival.com/Sponsor\\_Application.html](http://peacenowspiritmusicfestival.com/Sponsor_Application.html)

Thank you for wanting to be a part of the *2011 Peace NOW! Spirit Music Festival*. We value your support and know your participation is what makes this event possible.

Please mail this application and your payment to:

Peace NOW! Spirit Music Festival  
 P.O. Box 3821  
 Redondo Beach, CA 90277

Or email to: [info@PeaceNowSpiritMusicFestival.com](mailto:info@PeaceNowSpiritMusicFestival.com)